



SUMMER
OF TECH

Employer's Toolkit

Pitch Video Guide

How to structure your Employer Pitch Video



Why?

EXPOSURE: Attracting top talent to your organisation is hard, especially with limited opportunities to connect in person! To increase exposure and attention, we recommend recording a short "about us" video to let candidates know why they should work for you.

FOCUS: Being clear about what you're looking for and what you're offering can help the quality and focus of applications. It can also help you get high-quality engagement and questions at networking and info sessions. Set expectations upfront. Be clear about eligibility, and what you want to see from candidates.

SUCCESS: If you can demystify your recruitment process and be clear about what to expect, candidates will be better prepared, less nervous, and ready to show you their best selves.



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About us

Our products or services? What problems are we solving? Share our mission, vision, values and culture (with career newbies in mind). How big is the team? What tools, technologies and workflows do they have? Who will the interns/grads be working with? Can we do a virtual office tour? Or if working remotely, record a "hi" from the whole team?

Notes

Our roles

What will they be working on? What skills and knowledge, attributes or abilities do we need for success? What support will we offer? Is there formal or informal training and development? What are the ongoing career opportunities?

Notes

About you

Your skills/knowledge, your attributes and aspirations. Location, eligibility and how to bring your best self to the recruitment process, and the role.

Notes

Tips & Case Studies

What is our recruitment process, and how can they show us their best selves? Any stories or case studies from recent interns/grads to share?

Notes

- 💡 **It doesn't have to be professional quality - think Tik Tok!**
- 💡 **Recording on a phone is fine.**
- 💡 **Keep it under 3 minutes.**